

purchase means responsive to a user request for communicating a purchase message to said merchant computer,

account identification means for transmitting the user's account information to said merchant computer,

means, at said merchant computer, comprising

authorization means to authorize said purchase message by sending messages into a financial system network,

fulfillment means to send said product to user conditional on approval of said authorization means.

Claim 2 (original): The network sales system of claim 1 further wherein said authorization means at said merchant computer comprises

means for communicating a missing payment information request message to said buyer computer to obtain missing payment information,

means for receiving said missing payment information from said buyer computer,

means for authorizing said purchase message by sending messages into a financial system network,

and said account identification means at said buyer computer comprises

means responsive to said missing payment information request message to query the user for additional payment information,

means to send said additional payment information to said merchant computer.

Claim 3 (original): The network sales system of claim 1 further wherein said account identification means comprises

means for assembling a payment order,

means for sending said payment order to a network payment system for authorization,

and wherein said authorization means comprises

means for verifying that said payment order has been previously authorized by said payment system.

Claim 4 (original): An electronic sales system comprising
means for storing a database of digital advertisements, each digital advertisement for a
product including a program,

means for communicating a digital advertisement to a buyer computer,

means at said buyer computer for displaying and responding to said digital advertisement
comprising

display means for displaying said digital advertisement by executing a portion of said
advertisement as a program and performing actions as specified by said program,

purchase means responsive to a user request for communicating a purchase message to a
merchant computer,

means, at said merchant computer, comprising

fulfillment means to send said product to user.

Claims 5-11 (canceled).